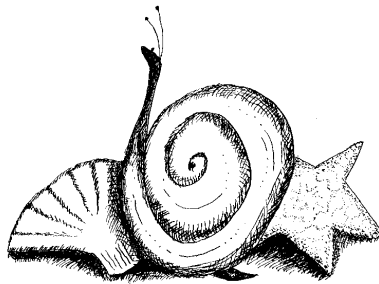


**2005/2006**

**Whale Tail Competitive Grants Program**



**Guidelines and Application Forms**

*Funded by:*

**The Whale Tail License Plate Program**

*A Project of:*

**The California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105  
(415) 904-5200  
<http://www.coastal.ca.gov>**

# **2005/2006 WHALE TAIL**

## **COMPETITIVE GRANTS PROGRAM**

### ***GUIDELINES AND APPLICATION FORMS***

#### **INTRODUCTION**

The California Coastal Commission's Whale Tail grants support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. Adopt-A-Beach programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants.

#### **BACKGROUND**

The program distributes funds from sales of the California Coastal Commission's Whale Tail Coastal Protection License Plate. The Whale Tail License Plate is an official "specialty" license plate issued by the Department of Motor Vehicles for cars registered in California. Proceeds from the sales of the plates benefit the California Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day, and a wide variety of coastal and marine education projects throughout the state.

In 1998, the Coastal Commission started the Whale Tail Competitive Grants Program, along with a second competitive grants program – the Adopt-A-Beach Grants Program. The Adopt-A-Beach grants focused on strengthening and innovating Adopt-A-Beach programs, in which participants pledge to clean "their" beach three times during the year (although school groups can fulfill their commitment with one cleanup); the other Whale Tail grants were more general and funded a broad range of marine and coastal education projects. The Coastal Commission has since merged the two grant programs, and funding is now available for either type of project. Attachment A is a list of sample grant recipients.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

#### **OTHER RESOURCES**

In addition to this grantmaking program, the Coastal Commission's Public Education Program offers other resources to strengthen coastal and marine education programs. These include a video loan library, the "Waves, Wetlands, and Watersheds" classroom and community activity guide, and the "Save Our Seas" curriculum on marine debris. For more information, visit [www.coastforyou.org](http://www.coastforyou.org). All items are free of charge and are available by contacting Public Education staff at [coast4u@coastal.ca.gov](mailto:coast4u@coastal.ca.gov) or (800) COAST-4U.

## PROGRAM OVERVIEW

- **Size of Grants:** any amount up to \$50,000 (25-50% of the funding will be allocated in small grants of under \$10,000).
- **Categories of Grants:** The Whale Tail Grants Program will fund projects that fall into any one of the following three categories: 1) Adopt-A-Beach programs; 2) youth programs; 3) programs for the general public.
- **Application Format:** Applications must be submitted on the attached application forms with attachments.
- **Deadline for Applications (must be postmarked by): November 15, 2005.** Proposals may not be submitted via fax or e-mail.
- **Project Selection:** Coastal Commission staff will review all proposals and make recommendations to the Commission, which will vote at its February 2006 Commission meeting (tentative date).
- **Notification:** Applicants will be notified following the Commission vote, most likely by the end of February 2006.

## ELIGIBILITY OF APPLICANTS AND PROJECTS

Applicants must be either a non-profit organization or a government entity. For beach operation and maintenance projects, the applicant must be a non-profit organization or *local* government agency. For proposals in the Adopt-A-Beach category, both current and new Adopt-A-Beach managers are eligible to apply.

Grants will not be awarded to provide for an organization's general, ongoing administrative costs, or to fund advocacy work.

The Whale Tail Grants Program focuses on coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the connections between these environments and the coast and ocean will be emphasized.

Grant funds will be allocated primarily for projects not yet funded by this program, but some repeat grants will also be considered. Proposals for repeat grants should describe what was accomplished through the previous grant and how the new proposal builds on the previous work.

## QUESTIONS?

We encourage applicants to contact the Commission's Public Education Program in advance of submitting an application. Please contact Sylvie B. Lee at (415) 904-5271/ [slee@coastal.ca.gov](mailto:slee@coastal.ca.gov); or Chris Parry at (415) 904-5208/ [cparry@coastal.ca.gov](mailto:cparry@coastal.ca.gov).

Also contact the Coastal Commission Public Education staff if you are interested in starting a new Adopt-A-Beach Program in an area that does not currently have a program. Adopt-A-Beach Managers are designated by the Coastal Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-a-Beach Managers have adapted, modified and added to the program to fit their interests and talents.

## CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- 1. Educational Component (25 points):** Projects funded under this program should have a strong, high-quality educational component involving the marine or coastal environment. We encourage experiential, hands-on learning where possible. Projects aiming to improve the quality of beaches or other coastal habitats will be considered as well.
- 2. Need (15 points):** Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
- 3. Project Concept (30 points):** We seek sound concepts and creative and innovative approaches that are potentially expandable or applicable in other geographic areas. The degree of impact relative to the cost will also be taken into consideration. Up to 5 points of extra credit will be awarded if the project seems likely to continue after the grant has ended.
- 4. Proposal Content (30 points):** The proposal should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, and method of implementation. A method for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record.

## RULES FOR GRANT AWARDS

Conditions for grant awards will include the following:

- Grantee agrees to put the California Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the California Coastal Commission harmless.
- Grantee agrees to use waiver of liability forms developed by the California Coastal Commission (or the equivalent) where appropriate.
- Funds cannot be used to purchase food, beverages, prizes, insurance, or items that will be sold.
- Projects may be of any length as long as funding concludes by April 30, 2008.
- Amount in grant for indirect costs (see page 6 for definition) must be capped at 10% of amount in grant for employee salaries and benefits.

## OTHER GRANT REQUIREMENTS

- 1. Administrative.** The grantee must assume responsibility for administering the project, including: employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management.

In preparing the grant application, applicants should refer to Attachment B (Section 3.1.7.2 A of the State Contracting Manual). If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the State Public Contract Code.

- 2. Payment.** Grant funds will **not** be available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee. Reimbursement will be dependent upon successful completion of work as set out in the proposal.

3. **Schedule.** Because the funds for these grants were appropriated in FY 2005/2006, which ends on June 30, 2006, proposals must include work tasks that begin before June 30, 2006.

## APPLICATION PROCEDURE

A complete application package will consist of **an original and one copy** of the following materials:

1. Application Summary (see attached form).
2. A 2-3 page **project description**, including the following information: (a) the goals and objectives of your project; (b) details of how the project will be carried out (including any plans for community outreach and publicity); (c) a statement of need for the proposed project; (d) a statement of need for the requested funding; (e) a description of the audience (number of people, ages, demographics) and geographic area served by your project; (f) the techniques that will be used to evaluate project success; and (g) permits required (if any).
3. A **tasklist and timeline** for the project. (Bear in mind that funds will not be available until March of 2006 and work tasks must be scheduled to begin before June 30, 2006.)
4. A **budget** (using the provided Application Budget Form or a similarly formatted budget page).
5. A **resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient.
6. A **description of the applicant's organization**, including:
  - the year it was founded,
  - its qualifications for undertaking the proposed project,
  - the qualifications of key staff assigned to the project,
  - the organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies), and
  - the names and occupations of board members or organization leaders.
7. The following **attachments**:
  - (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or California Franchise Tax Board.
  - (b) A project site list and/or map.
  - (c) Brochures from the applicant's organization, plus any other supporting material you would like to provide such as newsletters, press clippings or letters of support. Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."

**Submit complete application packages to:**

*Whale Tail Grants Program  
California Coastal Commission  
45 Fremont St. Suite 2000  
San Francisco, CA 94105*

## Whale Tail Grants Program

### APPLICATION SUMMARY

1. Applicant Organization: \_\_\_\_\_
2. Name and Title of Contact Person \_\_\_\_\_
3. Address: \_\_\_\_\_  
\_\_\_\_\_
4. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_
5. Website: \_\_\_\_\_
6. Project Title: \_\_\_\_\_
7. Brief Project Summary: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Number of people who will be served by the project (estimated) \_\_\_\_\_
9. Requested Amount: \$ \_\_\_\_\_
10. Total Project Budget: \$ \_\_\_\_\_
11. Number of Months Required to Complete Project: \_\_\_\_\_  
Start date: \_\_\_\_\_ End date: \_\_\_\_\_
12. Is your organization a ☐ non-profit corporation? ☐ government agency? ☐ school?
13. How did you find out about this grants program? \_\_\_\_\_
14. Proposal Prepared by: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Whale Tail Grant Application Budget Form

## PROPOSED BUDGET

(The applicant does not need to use this form, but should follow the general structure.)

Organization Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Requested Amount (\$50,000 maximum): \$ \_\_\_\_\_

	Grant Request Budget	Total Project Budget (if different)
<b>Personnel:</b>		
Salaries and Wages <sup>(1)</sup>	_____	_____
Benefits <sup>(2)</sup>	_____	_____
<i>Total Personnel</i>	_____	_____
<b>Operating Expenses</b>		
Postage/Shipping	_____	_____
Supplies/Materials <sup>(3)</sup>	_____	_____
Travel <sup>(4)</sup>	_____	_____
Indirect Costs <sup>(5)</sup>	_____	_____
Other:	_____	_____
_____	_____	_____
<i>Total Operating Expenses</i>	_____	_____
<b>Total Budget</b>	_____	_____

<sup>(1)</sup> Attach an explanation of rate(s) and hours.

<sup>(2)</sup> Amount requested for benefits not to exceed 28% of amount requested for salary or wage.

<sup>(3)</sup> Include a list of the major supplies and materials.

<sup>(4)</sup> Personal vehicle travel reimbursement paid at the rate of \$.34/mile.

<sup>(5)</sup> Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs should be capped at 10% of amount requested for "Total Personnel."

## Examples of Past Whale Tail Grants

<b>• Sherman Heights Community Center</b>	<b>\$9,900</b>
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**Project Title:** *“Adelante Ciencia” Environmental Education & Beach Conservation*

**Project Location:** *San Diego*

Sherman Heights is a neighborhood in San Diego where 98 percent of residents live in poverty and three-quarters speak Spanish with limited English capability. Through the “Adelante Ciencia” program, children in an after-school program learned about water resources, nonpoint source pollution, and its impact on San Diego Bay and ocean beaches.

The children adopted the beach at nearby Cesar Chavez Waterfront Park, learned about its ecosystem, and removed litter there several times. They did water quality testing at the mouth of Chollas Creek, which drains their local watershed. They created artwork depicting beach invertebrates which they displayed in several public venues. They also illustrated and wrote brochures in English and Spanish to hand out, created PowerPoint presentations they shared with their parents, and made presentations to community members and elementary students, all of which emphasized the harmful effects of ocean pollution and the importance of clean water.

<b>• Upper Sacramento River Exchange</b>	<b>\$9,000</b>
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**Project Title:** *“Tale of the Salmon: Headwaters to Sea” Public Exhibit*

**Project Location:** *Dunsmuir*

The Upper Sacramento River Exchange was created with restitution funding awarded as a result of a serious 1991 herbicide spill into the Upper Sacramento River by a derailed railroad tanker. The Whale Tail grant enabled the organization to work with local seventh graders to build a public exhibit on the link between stewardship of inland watersheds and the health of coastal and marine resources.

The exhibit consisted of a giant salmon sculpture filled with potentially harmful materials and accompanied by artwork, a CD of the students’ poetry, and educational materials. The life cycle of the salmon was integrated into the student’s curriculum for the length of a semester. The display, which began at the headwaters of the Sacramento River, traveled to different sites in northern California.



<b>• Santa Barbara Audubon Society</b>	<b>\$20,000</b>
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***Project Title:***            ***Snowy Plover Docent Program***

***Project Location:***    ***Isla Vista***

The Santa Barbara Audubon Society started the Snowy Plover Docent Program in Coal Oil Point Reserve at UC Santa Barbara in the summer of 2001. After one year of the program, disturbances of this threatened bird dropped 90 percent, the number of wintering plovers increased 25 percent, and nesting and breeding at the site began again. Previously, Snowy Plover breeding had not occurred at the site since the public was allowed access there over 30 years ago. The docent program used volunteers to educate beachgoers about Snowy Plovers, their history, how to recognize them, and how to minimize disturbances to them.

Whale Tail funding supported the continuation and expansion of the docent program by recruiting and training more docents, conducting education at the beach, and presenting to school and community groups. Santa Barbara Audubon also shared information with other Snowy Plover volunteer programs in order to help similar programs start up elsewhere along the Pacific coast.

<b>• Watsonville Wetlands Watch</b>	<b>\$12,745</b>
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***Project Title:***            ***The Cycle of Restoration of the Watsonville Wetlands***

***Project Location:***    ***Watsonville***

Watsonville Wetlands Watch is a community-based organization working with elementary students to collect native plant seeds, grow seedlings in a greenhouse, and plant them in the West Branch of Struve Slough Ecological Reserve, which drains to the Monterey Bay National Marine Sanctuary. The participating children attend school in the Pajaro Valley Unified School District, where many students live in low-income and Latino communities and sometimes come from migrant farmworker families. Lessons are provided in English and Spanish.

Students in grades 1-4 take part in propagating native plants, and fifth-graders work on the restoration of wetland and upland habitats. While at the wetland, they also visit docent-led stations to learn about Native American culture, water quality testing, bird watching, and plant identification, and they also take part in art and writing activities. The children conducting the restoration work visit the wetland to plant, water, and weed throughout the school year, observing the progress of their work and comparing the habitat during different seasons. The students also receive a classroom slide presentation about the wetlands and keep a field journal, and their teachers receive additional learning materials about sloughs and wetlands.

<b>• I Love A Clean San Diego</b>	<b>\$20,000</b>
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***Project Title:***                ***San Diego County Adopt-A-Beach Program***

***Project Location:***        ***San Diego County***

I Love A Clean San Diego works to raise awareness of issues such as pollution prevention, resource conservation, and recycling. ILACSD coordinates San Diego County's Adopt-A-Beach Program as well as the Kids' School Assembly and Beach Cleanup Program, and also serves as a coordinator for Coastal Cleanup Day.

ILACSD received a grant to enhance and expand the Adopt-A-Beach program in San Diego County. ILACSD staff are promoting greater participation by recruiting new volunteers to adopt a beach by committing to clean a particular beach at least three times, giving presentations and discussing threats to a healthy marine environment, teaching how adopting a beach benefits the coast, conducting media outreach, and recognizing the organizations that adopt beaches by posting signs on the sand at all adopted locations.

<b>• University of Southern California Sea Grant Program</b>	<b>\$28,155</b>
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***Project Title:***                ***Parent Child Education Program***

***Project Location:***        ***Los Angeles and Fullerton***

The Parent Child Education Program (PCEP) engages local inner-city students in fourth and fifth grades, along with their parents, through use of a curriculum based on marine science and the connections between the city and the ocean. It aims to develop a sense of stewardship for local beaches and Santa Monica Bay, both for students and their parents, many of whom have not had the opportunity to receive a basic scientific education. The program provides the opportunity for families to learn together and makes the parents better able to help their children with schoolwork. Participants also receive education on life and learning skills and scientific career opportunities. The curriculum is written in Spanish and English and translators are available.

Sea Grant had already developed the pilot program when a Whale Tail grant supported continuing and expanding it in order for it to serve as a model and be replicated elsewhere. To that end, PCEP staff developed "kits" to enable five schools to operate the program. Each kit contained a manual, a curriculum, and supplies. A second Whale Tail grant supported the next phase of the program, in which five additional schools were added, including a sixth grade class in inland Orange county; the curriculum and materials kits were refined to better fit teachers' needs; and a field trip guide was developed.

**STATE CONTRACTING MANUAL****Sec. 3.17.2. SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT  
FISCAL CONTROL PROVISIONS**

A. Payment provisions in subvention aid contracts should be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Contracts must set forth in detail the reimbursable items, unit rates, and extend total amounts for each line item. The following information is provided as a guide:

1. Identify and justify direct cost and overhead costs, including employee fringe benefits.
2. Monthly, weekly, or hourly rates, as appropriate, and personnel classifications should be specified, together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item.
3. Rental reimbursement items should specify the unit rate, such as the rate per square foot.
4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of the Department of Personnel Administration for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.